

Mankind has waited Centuries for VITOVIM BREAD

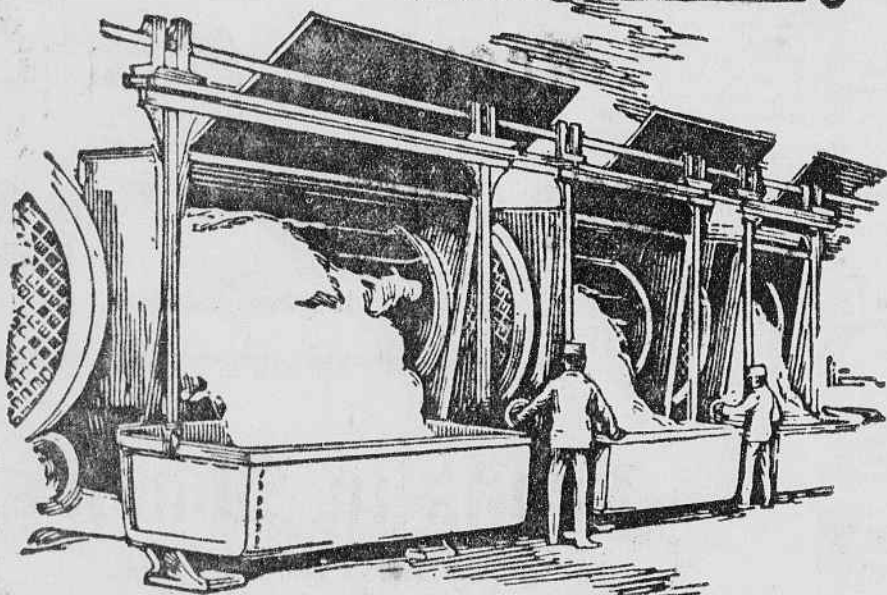
The SUPER-LOAF



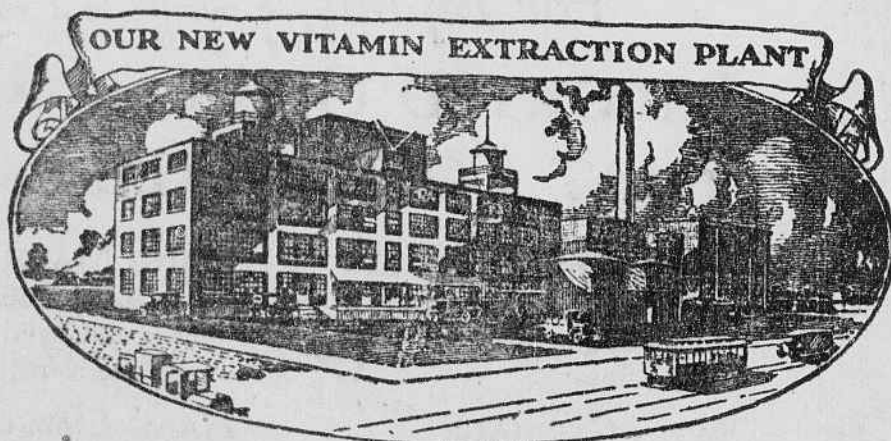
Bread First Made in the
Stone Age



Home Baking in
Colonial Days



Dough Mixing Machines in
Modern Baking



Our New \$1,000,000 Vitamin Extraction Plant
at Warren, Ohio

The first and only plant of its kind in the world. Erected for the production of vitamins exclusively for use in Ward's VITOVIM BREAD. Here the Vitamin B is extracted from the "germ" or heart of the wheat berry—nature's own great storehouse of this indispensable vitamin.

THE Swiss Lake dwellers, living before the dawn of written history, first learned the art of grinding grain into coarse meal and baking it into crude bread. Not since their discovery of the art of baking has there been a single forward step in bread-making so important as the one just announced by the Ward Baking Company.

For more than twenty years the Ward Baking Company has been engaged in research—working toward the creation of a bread which would be not merely an improved bread, but a new and revolutionary all-around food. In this search they have not been alone, for wheat bread is the universal food of the white race, and scientists, millers and bakers have made many attempts to produce a white loaf which would be in itself a complete and perfect bread. The Ward Baking Company, long acknowledged pioneer in baking science, is the first to attain the aim of centuries—the first to give mankind a super-bread—

A Creamy White Wheat Bread

containing the most nutritious elements of the wheat heart or "germ," in even larger amounts than in whole wheat bread, and of unequalled richness in the valuable food elements of whole milk.

A Bread Rich in the Important Vitamins A and B

those indispensable food substances without which, science has proved, neither life nor health nor the normal growth of children can long be maintained.

A Bread Rich in Vital Mineral Nutrients

which everybody, especially expectant and nursing mothers and growing children, must have in food to preserve health and vigor, and make strong bones and sound teeth.

A Bread Containing More and Better Proteins

providing a more perfect balance of these food substances for the building and renewing of body tissues.

A Bread Which is a Veritable Key to Health

ALL of the food elements contained in VITOVIM BREAD are absolutely essential if we would remain in good health. A lack of any one of them will result in physical trouble sooner or later. Some foods contain several of these important elements, others are deficient in all of them. Plenty of Ward's VITOVIM BREAD at every meal insures a well-balanced diet—sufficient of health-promoting vitamins, body-building mineral nutrients, and the needed proteins.

Wheat bread and milk have been and are the chief foods among the nations who rule and have ruled, who are and have been the brain-and-brawn leaders in world civilization. But never since time began has there been a bread so complete as Ward's VITOVIM BREAD, for it is a combination of these greatest of all foods, plus additional amounts of essential vitamins.

Remember that the statements in this advertisement are not mere opinions, but fully substantiated facts. Hundreds of feeding tests, conducted in our own laboratories and the laboratories of leading universities of the United States have conclusively proved that the VITOVIM loaf is by far the most perfect bread ever offered to mankind. It is the most perfect bread, not only in food qualities, but in texture, color and appetizing appeal.

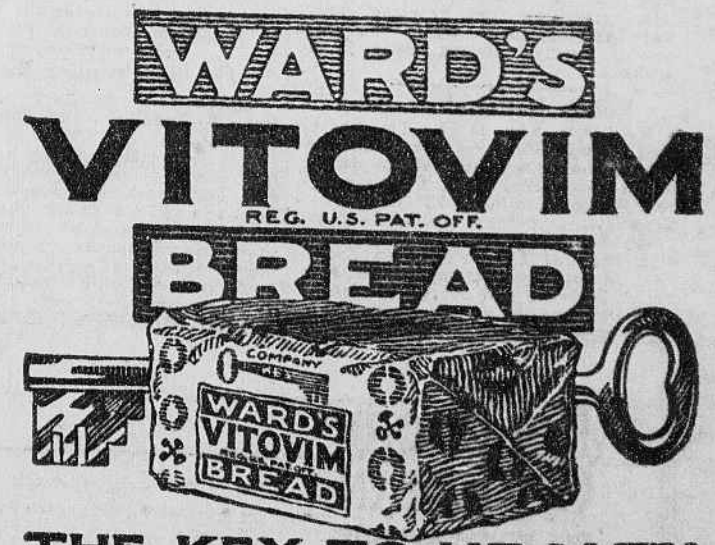
Why be satisfied another day with bread that lacks the vitamins and other superior food elements which you get in VITOVIM BREAD in their least expensive form? Ward's VITOVIM has as its recommendations not only economy and health-building qualities, but the most distinctive and delicious bread flavor you have ever tasted! And it toasts perfectly!

VITOVIM BREAD is the bread of the present and the future. Start eating it today.

Every statement made in this advertisement was first submitted to the critical review of several of the World's experts in Nutrition

Eat a pound a day of this vitalized creamy white wheat bread
100% Nutritional value—
and delicious!

Place your order today with
your neighborhood dealer.



THE KEY TO HEALTH

WARD BAKING COMPANY

All competitive breads—home-made bread, too—are challenged to equal the nutritional value of VITOVIM BREAD in public tests